

BY 1937 THE TREES HAD GROWN TALL AND
AUGES HAD ADDED GROCERIES WITH THEIR
SERVICE STATION AND CAMP COTTAGES.



THE PHOTOGRAPH OF THE SERVICE STATION AND CAMP COTTAGES WAS TAKEN IN 1937. THE PHOTOGRAPH OF THE SERVICE STATION AND CAMP COTTAGES WAS TAKEN IN 1937.

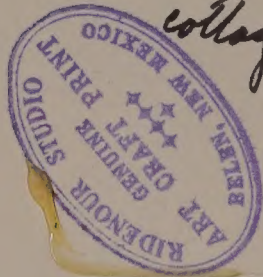


2017-004-023

River Road @

1937

By 1937 the Trees had grown tall
and Augie had added groceries with
their service station and camp
collage



Harry & Pearl Hiest.

Lee Augie

Item 2-1-3-1

Item 2-1-3-2

Lee
Robert
Ruth
Pearl

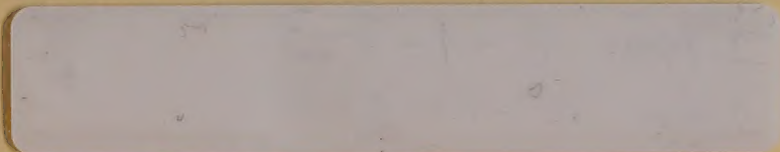
3

Pearl Aug Center
Harry Augie Right
Son Lee, Left

Wife Ruth and son Robert
Jan. 1952

Harry
in Cal. Jan 52

2017-004-023



2017-004-020

Lee Auge

864-4482

1st Location of Auge Sales & Service

1950- Auge Sales on River Rd.

Item 2-1-3-3

Item 2-1-3-4

Harry & Pearl Auge
place on River

Picture for Harry &

@ 1926



2017-004-022

G50

Leo Auge

HARRY AND PEARL AUGE'S PLACE WHEN THEY MOVED TO
RIVER ROAD IN 1926. THEIR HOME WAS THE HOUSE
ON THE LEFT.



Item 2-1-3-7
Item 2-1-3-8



Item 2-1-3-5
Item 2-1-3-6



MAIN ST. looking

South

Upump & Gas on left

Approx. MAIN ST & Roskerville

~~Roskerville~~ looking West

Quinlan Ave

Building on the left was originally

The ~~Wicks~~ Commons Club, Then

Public Library.

Anna Becker Park on right

M2203

~~Main St.~~ looking North

Traffic lights @ BACA/Divine -



Item 2-1-3-9
Item 2-1-3-10



Tabbs Motor Co
Olds Dealer
5 Main St Belm
Next door to

2017-004-091

Present
Tommy's Garage

Approx 1936 or 7

Joe Lange
864-4482

Aug 1929 Pontiac 4 door

Harry was Pontiac - Oakland
dealer from 1927 to
early 30's

2017-004-016



Auge's First Auto Sales and Service Ledger 1950

Same as file 2017-004-020

Subject: Auge's First Auto Sales and Service Location
Date: 1950
Submitted by: Lee Auge

L. A. Mitchell

21

7-18-90-1-8

Harry Auge's First Gas Station from Lee Auge

Item 2-1-3-11

21

7-18-90-1-8



85270

BHH-2-1-3-12
Martinez

5

6588-685-509
M. J. Lopez
M. J. Lopez

Conj. (Cov.) Insult



100%

I + en 2-1-3-13



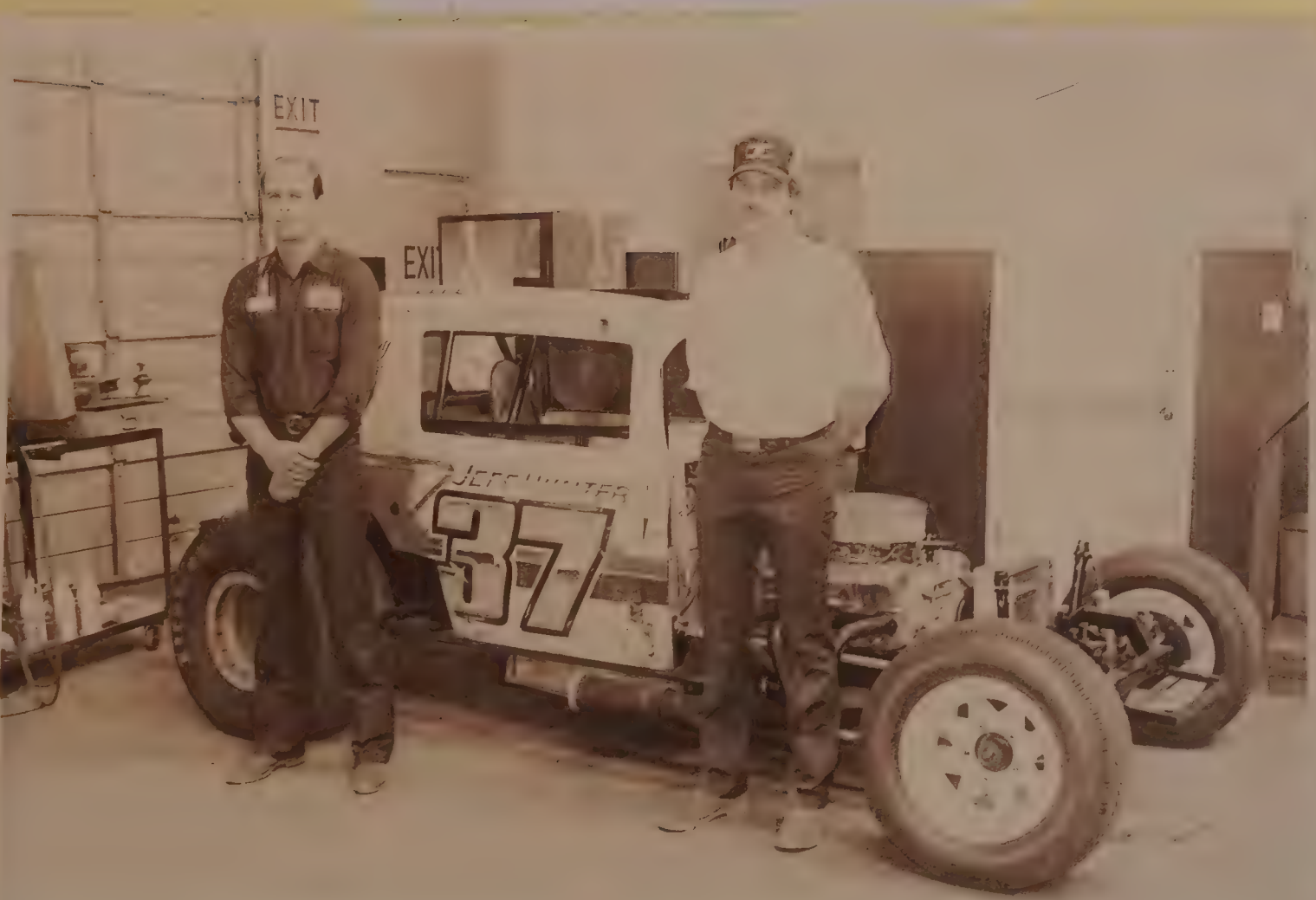
Item 2-1-3-14

Alex Romero - AUGIE'S



Item 2-1-3-15
Item 2-1-3-16





AUGIE'S DRAPERSHIP ON RIVER ROAD (Rhinck) & GABALDON R
SELS
GABALDON A

HARVEY HOUSE MUSEUM
P.O. Box 166
Belen, NM 87002

Item 2-1-3-18

Item 2-13-17



AUGE SALES + SERVICE

Dodge, Chrysler, Plymouth - Dodge Truck
- New Mexico's oldest Dodge Dealers -



Item 2-1-3-19

Aug 2d - Put with CP4

VALENCIA COUNTY HISTORICAL SOCIETY
1990 HISTORICAL PHOTO CONTEST
RECEIPT

Thank you for submitting a photograph for the 1990 Historical Photo Contest. Please provide the following information:

TODAY'S DATE: June 27, 1990

YOUR NAME: Lee Auge

YOUR ADDRESS: P.O. 497

YOUR TELEPHONE NUMBER: 864-7517

WHO TOOK THE PHOTOGRAPH (IF KNOWN): Harry Auge Sr.

APPROXIMATE DATE THE PHOTO WAS TAKEN: 1950

THE SUBJECT OF THE PHOTOGRAPH (WHAT IS IT A PICTURE OF):

Auge's first location. "600 River Rd."
» Sales & Service

LOCATION OF THE PHOTOGRAPH (WHERE WAS IT TAKEN):

"600 E. River Rd."

ADDITIONAL COMMENTS: No buildings (or numbers) between

Auge's Sales & Service to railroad.

Although you have submitted your photograph, it is understood that you will retain ownership of the picture while the Historical Society reserves the right to copy the picture for historical purposes, such as display at the Valencia County Historical Museum. All photographs will be judged in early August and all pictures will be returned to their original owners by August 10. Contest winners will be contacted by telephone, with a follow-up letter in the mail.

PHOTO OWNER'S SIGNATURE: Lee L. Auge

HISTORICAL SOCIETY REPRESENTATIVE'S SIGNATURE: Donnette M. McConnell

Please keep this form as a receipt showing that you have submitted a photo for the contest.

Thank you again for your participation in our contest!

VALENCIA COUNTY HISTORICAL SOCIETY
1990 HISTORICAL PHOTO CONTEST
RECEIPT

Thank you for submitting a photograph for the 1990 Historical Photo Contest. Please provide the following information:

TODAY'S DATE: June 27, 1990
YOUR NAME: Lee Auge
YOUR ADDRESS: P.O. 497 Belen
YOUR TELEPHONE NUMBER: 864-7517
WHO TOOK THE PHOTOGRAPH (IF KNOWN): Harry J. Auge Sr.
APPROXIMATE DATE THE PHOTO WAS TAKEN: 1936 or 37
THE SUBJECT OF THE PHOTOGRAPH (WHAT IS IT A PICTURE OF):
(LAAB)
Labbs Motor Company - Oldsmobile Dealer in Belen
LOCATION OF THE PHOTOGRAPH (WHERE WAS IT TAKEN): Next door
to present Tommy's Lounge
ADDITIONAL COMMENTS:

Although you have submitted your photograph, it is understood that you will retain ownership of the picture while the Historical Society reserves the right to copy the picture for historical purposes, such as display at the Valencia County Historical Museum. All photographs will be judged in early August and all pictures will be returned to their original owners by August 10. Contest winners will be contacted by telephone, with a follow-up letter in the mail.

PHOTO OWNER'S SIGNATURE: Ruth Auge
HISTORICAL SOCIETY REPRESENTATIVE'S SIGNATURE: Donnette M. McConnell

Please keep this form as a receipt showing that you have submitted a photo for the contest.

Thank you again for your participation in our contest!

Item 2-1-3-20

Item 2-1-3-21

Historic register

Sandy Battin-News-Bulletin Photo

Lee, Helen and Ruth Auge take one last look at a cash register Lee's father Harry Auge Sr. bought in 1926 for the family's grocery store. It was later used in the Auge Sales & Service office until 1990. The Auges presented the machine to the Valencia County Historical Society to be used in the Harvey House Museum. The register was once state of the art, costing \$900 when it was purchased.

Feb. 7-8, 1996 - Miss Ballah



SS



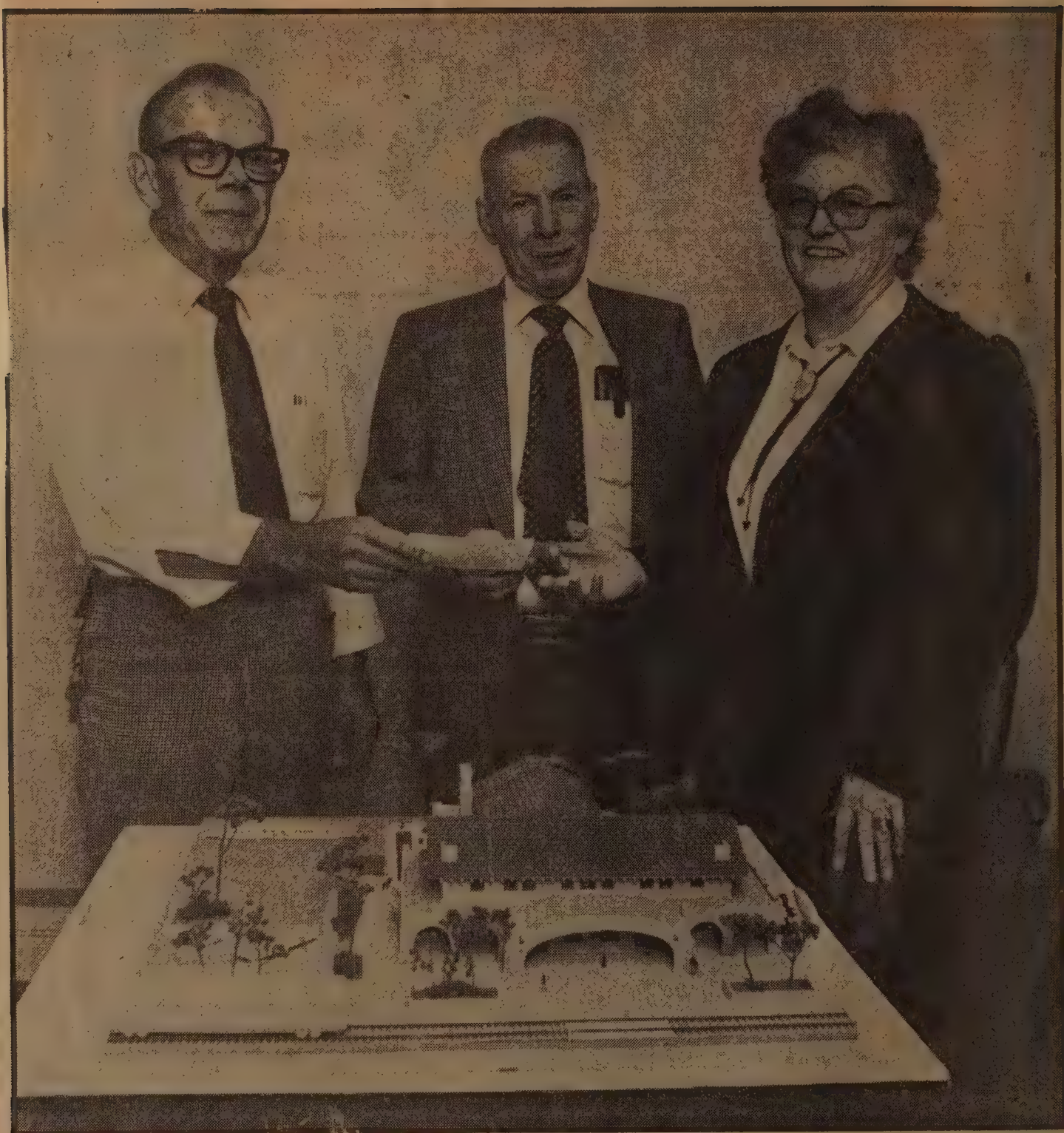
Sandy Battin-News-Bulletin Photo

Historic register

Lee, Helen and Ruth Auge take one last look at a cash register Lee's father Harry Auge Sr. bought in 1926 for the family's grocery store. It was later used in the Auge Sales & Service office until 1990. The Auges presented the machine to the Valencia County Historical Society to be used in the Harvey House Museum. The register was once state of the art, costing \$900 when it was purchased.



Item 2-1-3-22



NEWS-BULLETIN Photo

On the bandwagon

Companies, civic groups and individuals have jumped on the bandwagon to show support for "The History of Belen," a videotaping of the Hub City's story of the past. Here, from left, Ebb Rury, Harvey House administrator, and Bud Riley,

Horizon Corp. representative, present checks to Ruth Auge, president of the Valencia County Historical Society. Also making a contribution were Claire and Herb Ellermeyer, on behalf of the F&E Department Store.

Car Dealer Focused on Customers

Albuquerque Journal Feb 17, 1999

BY PAUL LOGAN
Journal Staff Writer

Harry Auge was known as an automobile dealer who cared about customers, whether repairing their "unfixable" cars or towing them out of a ditch at 2 a.m.

Auge, co-founder of Auge Dodge in Belen, died Monday of old age, his nephew, Robert Auge, said Tuesday. He was 80.

A viewing will be held Thursday from 3 to 5 p.m. at Romero Funeral Home, 609 N. Main in Belen. A service will be held Friday at 10 a.m. at the First United Methodist Church, at 300 N. Third.

Auge and his brother, Lee, were "ahead of their time" when it came to customer satisfaction, said Ray Berube, New Mexico Automotive

Dealers Association president.

Berube said Auge explained his philosophy this way: "People don't have to buy from us. We want to create an environment where they want to buy from us."

Only recently, auto factories have developed the customer satisfaction index or CSI to grade dealerships, Berube said.

"He also was very community oriented," Berube said. "He really believed that 'I made my money here and I want to put something back into the community.'"

Born in Albuquerque, Auge's family moved to Belen in 1924. The family operated a number of businesses along River Road, including a gas station, feed store and appliance/liquor store.

Auge did vehicle and aircraft maintenance during World War II before returning to Belen to work as a mechanic. Robert Auge said his father, Lee, who was selling feed, "figured out one time that Harry made more money putting on a set of seat covers than Lee had made selling feed for a whole month."

The brothers opened Auge Sales & Service in 1946, selling used vehicles and making repairs. Their business became a Dodge dealership in 1951, later adding Chrysler, Plymouth and Jeep.

"Many people brought their cars to Harry over the years to get them fixed because others just couldn't fix them," Robert said.

He said his uncle would often go out in the middle of the night to pull a vehicle "off a ditch bank" or "haul somebody off Interstate 25. He made a lot of friends helping people out of tough situations."

For many years, Auge was the dealers' representative on the state Chrysler Arbitration Board. Auge helped lay the groundwork for future arbitration boards, he said.

"Once he got started working, he wouldn't want to give up until the job was done," Robert said.

Ken Zangara, an Albuquerque Dodge dealer, said Auge was a friend for 21 years, especially during the period when Auge picked up and delivered parts. He called him a "wonderful, loving guy with a great

personality and a fantastic sense of humor."

"Family dealerships do many things themselves. We interchanged parts quite frequently, so he was up here a lot. To tell you the truth, I never saw the guy in a bad mood."

Charlie Melloy, a longtime car dealer who began about the same time as the Auges, said Harry was outgoing, very likable, honest and "knew a lot about cars."

"He was just a helluva good guy and a good competitor."

His community service work included helping establish the Rio Grande Estates Fire Department and serving as an assistant chief.

After Auge suffered a stroke in 1988, he retired. Lee still works in the dealership with sons Ed and Robert.

Survivors include his wife of 59 years, Helen, another brother, Ray and wife, Chris, and sister-in-law, Ruth, all of Belen.

Memorial donations can be made to the New Mexico Boys Ranch, 775 N.M. 304, Belen, N.M., 87002.



AUGE: Believed in giving back to community

BELEN

Caring Is Key to Auge Brothers' Success

Small-Town Style Serves Pair Well

BY ARLEY SANCHEZ
Journal Staff Writer

A few years ago, Robert and Ed Auge took an old Chrysler Corp. advertising campaign built on the Dodge Boys wearing white hats, and adopted it as their own. They became the Auge Boys.

The slogan served them well, as these Belen-born brothers parlayed their small-town styles into helping them become the easily recognizable good guys shown on their well-known television commercials.

"I would consider him my best friend," Ed, the younger Auge at 43, says of Robert, who is 45.

"As close as we are, there was quite a bit of discussion about whether or not we wanted to put this wall between our offices," Robert said, referring to a 20-year business relationship he's had with Ed in the family's car dealership — Auge's Sales and Service, 650 East River Road — now celebrating its 50th anniversary. The dealership is planning sales and other activities all during November.

"We've been that close and have worked that close for so long that putting up a wall with a door was dang near more culture shock than we could stand," Robert said.

No sibling rivalries here. Ed and Robert picked up family teamwork from their father and uncle, Lee and Harry Auge, the original Auge Boys.

In 1946, Lee and Harry opened an auto repair shop and livestock feed store on River Road east of Belen, which in 1951 became Auge Sales and Service. In 1969, the business moved into a new building at 800 River Road and added Chrysler and Plymouth to its stock in 1971.

Earlier this year, the business moved next door to a gleaming new 25,000-square-foot complex on a five-acre site with twice the space of the old building, which now will be home to an expanded paint and body repair branch.

Robert and Ed grew up in the family business, sweeping floors, pumping gas and cleaning cars. Both Belen High School graduates, they each attended Northwood Institute in Dallas to learn automotive marketing and business management.

After graduating, they went to work in the service department.

"It was pretty heavily instilled in us

"It was pretty heavily instilled in us ... that taking care of the customer was the difference between staying in business and not staying in business."

ROBERT AUGE

from Harry and Lee that taking care of the customer was the difference between staying in business and not staying in business," Robert said. "Harry and Lee went to a great extent to take care of their customers for many years around the valley."

Harry and Lee had won many awards from Chrysler Corp. for service excellence and customer satisfaction. That's a tradition Robert and Ed are striving to continue. Chrysler Corp. says Auge Sales and Service has twice the customer loyalty of the average car dealership.

"That means that somebody who buys a car from us is twice as likely to come back and buy another one," Robert said. "We got the message that taking care of customers builds repeat business."

After their stints in the service department, the brothers eventually moved into sales and management. Meanwhile, Harry retired about eight years ago because of health problems and Lee is semiretired, traveling and occasionally coming in to help. Robert and Ed have taken over the bulk of management. Both Robert and Ed have children active in the business.

Asked how the Auge Boys image was born, Ed said it was derived from a promotional campaign several years ago called the Auge Boys are Back, based on "the sheriff is back in town."

But coincidentally, it also refers to the fact that Robert and Ed are related to Harry and Lee, the originals.

"When we started the promotional campaign in the late 1980s, we wanted to portray that the Auge boys, Ed and I, were running the store now," Robert said. "It worked well in getting our names out."

"It's also helped identify us with one of the most successful advertising campaigns that Chrysler Corp. ever had, and that was the Dodge Boys, who were



DON ARMSTRONG/FOR THE JOURNAL

AUGE BOYS, PART II: Robert, left, and Ed take up where their dad and uncle left off as the original Auge Boys.

the good guys in the white hats. We felt we could capitalize on that because we're good guys too."

Asked to describe their respective personalities, Ed said they're each easy-going and family-oriented. Ed said he and Robert get along well, which he said is critical in a family-run business.

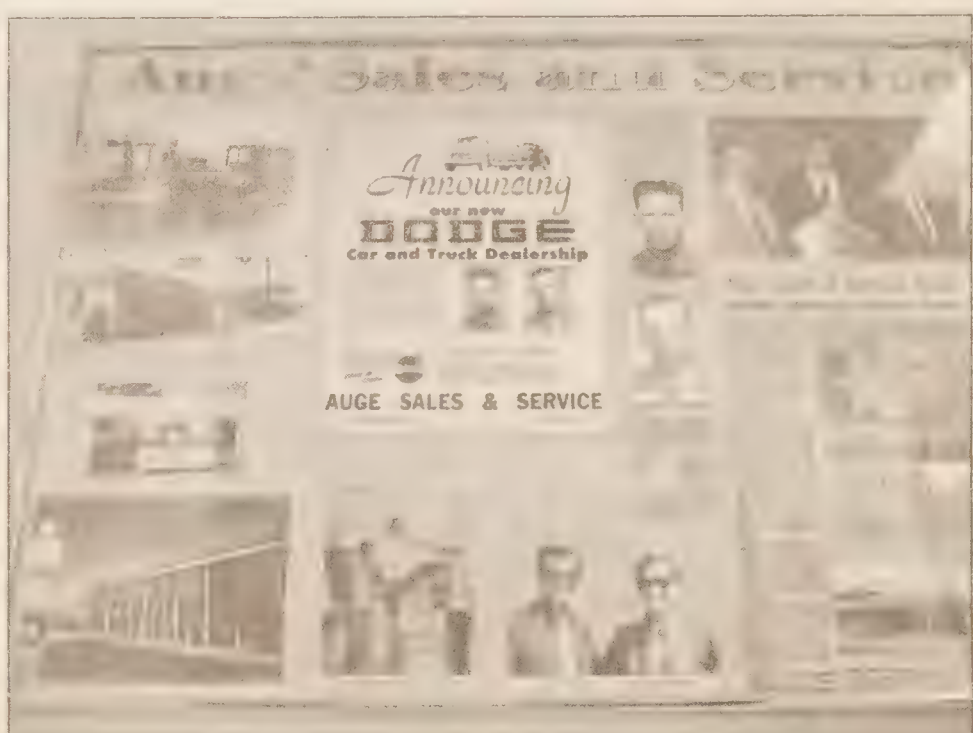
"That's easy, Ed has no personality," Robert said, laughing.

"His jokes are way too corny," Ed shot back.

"Perhaps I'm a little bit lighter in humor than Ed is sometimes," Robert said. "But there's really not a lot of difference in our personalities."

"We're just a couple of regular guys," Robert said, adding, "We don't intend to be the largest auto dealer in the state. We like the family atmosphere of what we're doing."

The dealership's sales department is open Mondays through Fridays, 8 a.m. to 7:30 p.m.; Saturdays from 8 a.m. to 6 p.m. and Sundays, 11 a.m. to 4 p.m. Service department hours are 7:30 a.m. to 6 p.m. weekdays; 7:30 a.m. to noon on Saturdays; and closed on Sundays.



MEMORABILIA: A display board at the Auge auto dealership exhibits ads, stories and photos from the past.

BRIEFCASE

Start Ups

WESTERN MOBILE NEW MEXICO has opened a new aggregate facility just south of Meadow Lake Road and east of El Cerro Loop to serve Valencia County customers.

The new facility, which is the seventh operated by the New Mexico firm, is open from 7 a.m. to 5 p.m. Monday through Friday, and from 7 a.m. to 2 p.m. Saturday.

The Los Lunas facility's selection of products includes 25 varieties of sand, crushed stone and gravel. Included are landscaping stone such as Santa Fe Brown, Santa Ana Tan and Rosestone, well gravel, custom adobe dirt, plant mix, garden soil and engineered fill.

The new pit is being staffed by Albert Miranda, a native of Belen.

"We're excited to be in Valencia County because building is booming here," Miranda said. "Annual single family building permits in Valencia County have

risen from about 200 to 600 in just the past five years."

Western Mobile New Mexico Inc. has more than 170 years' statewide experience in the aggregate,

asphalt, ready-mix concrete and concrete block industries.

From Albuquerque and Valencia County, call 343-7800 for more information.

ZIA ARTS & CRAFTS FEST

BALLOON FIESTA SHOW
 Alameda West Shopping Center
 10131 Coors Blvd. & 7 Bar Loop
 Across from Cottonwood Mall
OCTOBER 5 & 6
 First Weekend of Balloon Fiesta
 Saturday 9:00 am - 6:00 pm
 Sunday 9:00 am - 5:00 pm
 OVER 60 EXHIBITORS!
 Featuring Unique Affordable Wares For You, Your Home & Gifts
 FREE ADMISSION DONT MISS IT!!
 For Space Information Call Linda at 823-1092

Paid Political Advertisement

RE-ELECT LINDA WILKINSON

NOVEMBER 5

COMMISSION - DISTRICT 5

VALENCIA COUNTY

PAID FOR BY THE COMMITTEE TO RE-ELECT LINDA WILKINSON, M. MESTAS, TREASURER
 8 Meadow Lake Lane, Los Lunas, NM

RIO MOTORS

BUY * SELL * TRADE * CONSIGNMENT * FINANCING

SPECIALIZING IN NEW CAR TRADE INS • BANK AND ALTERNATIVE FINANCING. MECHANICAL BREAKDOWN WARRANTIES AVAILABLE.

CONSIGNMENTS WELCOME!

Cars, Trucks, Motor Homes, Travel Trailers, Boats, Horse Trailers, Etc., Etc.

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New or Used

LUV homes
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 864-9533

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Shop Locally

Eyeglasses International

- Designer Frames, Quality Brand Names You Trust
- Repairs & Replacements of Frames/Lens
- Professional Fittings by: Susan Sanchez, Certified Optician

OPEN Tuesday through Saturday

\$27 ⁰⁰	\$43 ⁰⁰	\$74 ⁰⁰
Single Vision	Bifocal	Trifocal

Prices Include Frame and Lenses

865-0544

3459 Hwy 47 Suite B at the Valencia "Y" (next to Baskin Robbins)

Serving Valencia County Since 1985

AMERICAN BOARD OF OPTICIANRY
 CERTIFIED FELLOW NATIONAL BOARD OF OPTICIANS

optician association of america

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Your Home For **DIAMOND VALUES!**

1/4 CARAT OF DIAMONDS

\$99

Layaway NOW For Christmas

ALL THIS AND **FREE** FINANCING TOO!

NO MONEY DOWN!

Vaughn's Jewelry

In Belen (505) 864-0228

AS LOW AS \$15 A MONTH

SCHOOL LUNCHES

LETTERS TO THE EDITOR

Wilkinson's Letter Raises Questions

I WRITE IN response to Valencia

Systems was contingent upon the commission approving the deal by which Landfill Systems obtained a contract for all of the hauling of

Tri-Sect's tipping fee to those in our area. For example, Waste Management of New Mexico's tipping fee at its Rio Rancho

County Needs Foster Families

from PAGE 1

Association.

McKenzie said she needs at least 20 more families like the Baileys to help care for children who have been abandoned, neglected or physically or sexually abused.

"We're barely meeting the need," she said.

Children especially need families in the El Cerro-Meadowlake area and in Los Chavez because there are no foster parents there.

McKenzie said social workers try to place children in homes in their school district to reduce the trauma they are experiencing. "It's bad enough for them."

The state is looking for two- or single-parent families who are physically and mentally healthy. Protective services prefers one parent staying at home, but it can make day-care arrangements if both work.

After a family has expressed interest, it undergoes a police and FBI check, a home inspection, interviews and assessments, and training, McKenzie

added. It can be three or four months before the family is licensed and receives its first child.

"We're looking for good parents who believe they can make a difference in a child's life," McKenzie said.

Since the Baileys became foster parents, at least 34 children have spent some time in their care, Bailey said.

She said one difficulty of caring for other people's children is that you become attached to them, as they do to their foster families.

But she explained that part of the reward is also letting go if a child's family becomes functional again and can provide a loving home. "You know, no matter what, a child always loves their parents. If they can go home and be safe, that's very rewarding."

She added she feels similarly gratified when the child finds a permanent, adoptive home.

Foster families receive \$300 per child a month from the state.

Those interested in becoming foster parents should call 1-800-385-0502.

seasoned green beans, carrot sticks, peanut butter cookie, French roll.

Tuesday: Taco with sauce, lettuce, tomato, cheese, pinto beans, apple sauce, hot roll.

Wednesday: Cheeseburger and bun, lettuce, tomato, pickle, Tater Tots, pineapple fruit cup.

Thursday: Fried chicken, baked potato slices, crispy garden salad, fruit gelatin, whole wheat roll.

Friday: Pizza, seasoned corn, vegetable sticks, chilled fruit, cookie.

BELEN

Lunch menus for Belen Consolidated Schools the week of Oct. 7-11 are:

Monday: Hamburger with lettuce, tomato, pickle, Tater Tots with ketchup, chilled fruit or juice.

Tuesday: Roast turkey, mashed potatoes with gravy, mixed vegetables, hot rolls, chilled fruit or juice.

Wednesday: Bean and beef burrito, salsa, pinto beans, Spanish rice, gelatin with fruit or juice.

Thursday: Lasagna with ground beef, tossed salad with dressing, hot roll, fresh fruit or juice.

Friday: Turkey and cheese hoagie with lettuce, tomato, pickle, pasta salad, fresh fruit or juice, oatmeal cookie.

except in many cases higher collection rates, disruption in service, and potential long-term liability for future threats to human health and the environment?

If an accident were to happen at Tri-Sect tomorrow, do we know who ultimately is responsible for clean-up and damages? Don't we as citizens have a right to know that a trusted company stands behind us? Shouldn't our elected representatives on the County Commission be looking out for our interests? If not our interests, whose interests are they serving?

Wilkinson said in her letter that Tri-Sect sold its "interests" to Southwest Disposal of Northern New Mexico (also known as Landfill Systems, Inc.). What did she mean? Who had the legal right to sell that property? I recall reading that Tri-Sect was tied up in an expansive bankruptcy reorganization. What has become of this bankruptcy proceeding? Is it no longer an issue?

It was still an issue as recently as May 1996, when the Albuquerque Journal reported that lawyers for Tri-Sect and the landfill's would-be buyer, Landfill Systems, verbally sparred over the question of Tri-Sect's ownership.

In a letter that was featured in the Journal article, the lawyer for Landfill Systems wrote that purchase of Tri-Sect by Landfill

know the answers to these and many other question because, ultimately, we'll be paying for it.

Ronald Roberts
Los Lunas

Pointed Response To Commissioner

VALENCIA COUNTY Commissioner Linda Wilkinson's Sept. 26, 1996 letter to the editor raised several points that warrant response.

1. In her letter, Commissioner Wilkinson noted that the commission wanted hauling firms to use smaller vehicles to save wear and tear on the roads. However, there is no provision for small vehicles in the ordinance. If this requirement was such an important criterion that Commissioner Wilkinson thought to recall it in her letter, why didn't the commission deem it worthy of inclusion in the ordinance?

2. Commissioner Wilkinson compared the \$18 a ton tipping fee at Tri-Sect Landfill with the \$38 a ton tipping fee at the Carlsbad landfill. She zeroed in on the highest tipping fee in the state to draw her comparison. I suggest it would have made more sense (and been fairer to readers) to compare

property. I'm not a lawyer, but I can't believe it's legal for a public body like the County Commission to make deals that benefit a private business like Tri-Sect. What benefit do the citizens of Valencia County get?

Santos Gonzalez
Los Lunas

EDITOR'S NOTE: Gonzalez is a plaintiff in a lawsuit filed in U.S. District Court against the County Commission and Landfill Hauling Systems/Southwest Disposal.

Letters policy

Journal South welcomes letters from its readers expressing opinions on current events.

They must be original, fresh, concise, clear and not require factual verification.

They should be no longer than 300 words.

Letters must include the full name and signature of author, address and telephone number for verification. Only name and city will be published.

Editors reserve the right to edit, delete incorrect information or condense any letter.

Address: Journal South
Letters, Albuquerque Journal,
P.O. Drawer J, Albuquerque
87103.

CALENDAR

TODAY

3 TAKE OFF POUNDS SENSIBLY, CHAPTER 203 (TOPS) in Belen meets Thursdays at First Presbyterian

Church, Fourth and Reinken. Weigh-in will be from 8:30 to 9:30 a.m., and the meeting will be from 9:45 to 10:30 a.m. The program offers a positive approach to weight reduction problems through diet, exercise and discipline.

ART LESSONS: Free drawing, painting and photography classes will be offered on a continuing basis for adults of all ages from 2 to 4 p.m. Tuesdays and Thursdays at the Los Lunas Senior Center. For details, call 865-0364 after 11 a.m.

INTERMEDIATE ART CLASS: Drawing and painting of historical sites and churches in Valencia County, from 9 to 11 a.m. Tuesdays and Thursdays. Participants must know 1- and 2-point perspective and basic watercolors. For information call 865-0364 after 11 a.m.

COWBOY CULTURE IN NEW MEXICO is the topic of the second Vecinos series of lectures in conjunction with the 15th birthday bash at University of New Mexico Valencia campus. Joel Bernstein, author, cowboy and former art history professor at the University of Montana, will lecture and show slides at 3:30 p.m. in room V-120. Cost is \$5.

MID-WEST NEW MEXICO COMMUNITY ACTION PROGRAM will have its annual advisory board meeting at noon at Mi Chante Restaurant in Los Lunas.

SATURDAY

5 HOMEMADE CRAFT AND BAKE SALE sponsored by Horizon Ladies Association will be held from 9 a.m. to 3 p.m. at Tierra del Sol Country Club in Rio Communities. Space and table rentals will be \$11; call Doris Liggett, 864-6992, Dolly Torres, 861-0413, Emeline Lucero, 864-6445.

DAV LUPERTO GARCIA CHAPTER

29 AND AUXILIARY meets at 1 p.m. in the Masonic Lodge behind IGA.

SUNDAY

6 DEMOCRATIC PARTY FUND RAISER AND BIRTHDAY celebration for Fred Luna, hosted by Casey and

Beverly Luna and Lucy Keys Brubaker, 5 p.m. Tickets \$10. Call Pam Cordova, 864-2515, for information. **BREAKFAST BUFFET** sponsored by Rio Grande Estates Volunteer Fire Department will be held from 8 a.m. to noon. Price is \$4 per person. For information call 864-3287.

NM MOUNTAIN BIKE CLUB/BALLOON FIESTA RIDE is today and Oct. 13. This is a 25-mile ride along river trails and bike paths to the balloon fiesta. Registration is 6:30 - 7 a.m. at Everythings Coffee, Taylor Ranch Shopping Center. The ride benefits Hogares House Bike Program. Cost is \$4 for nonmembers, \$2 for NMMB members. For more information, call 865-6944.

ALLIANCE FOR THE MENTALLY ILL AWARENESS RALLY will be held from 1 to 3 p.m. at Anna Becker Park on Reinken, east from Main Street. The rally will include speakers, information booths, volunteers with the alliance and mental health professionals. Free depression screening will be available.

SATURDAY, OCT. 12

A MARCH FOR NONVIOLENCE to show support for law enforcement starts at 9 a.m. at Anna Becker Park in Belen and Daniel Fernandez Park in Los Lunas. It will follow NM 314 to Dennis Chavez Elementary School in Los Chavez for a rally. For more information, call the UNM-Valencia community education office, 925-8970.

HORIZON LADIES ASSOCIATION LUNCHEON will be held at noon at Tierra del Sol Country Club in Belen. The program will be Joan Wolfberg's presentation on Golda Meir. For reservations call Alice Fisher, 864-6380, Christine Rike, 864-1507 or

Dotty Barber, 864-6562.

BELEN BREAKFAST OPTIMIST CLUB GARAGE SALE FUND-RAISER will be held from 9 a.m. to 3 p.m. at Valley Community Plaza, Rio Communities, Belen. Table rentals are \$7 and space rentals are \$5; call Glen, 864-6285.

SUNDAY, OCT. 13

NEIGHBOR DAY AT FIRST BAPTIST CHURCH OF BELEN will include praise and worship services at 8:30 and 11 a.m., Bible study for all ages at 9:45 a.m. and an evening screening of the movie "Rise and Walk: The Dennis Byrd Story."

TUESDAY, OCT. 15

TELEPHONE PIONEERS OF AMERICA MANZANO CLUB will have a luncheon meeting at 11:30 a.m. at Tierra del Sol Country Club in Belen. For reservations call Zinzie, 864-8666, or Margaret, 864-6455.

SATURDAY, OCT. 19

A CELL GROUP MINISTRY SEMINAR to train pastors, small group leaders and future group leaders in the basics of leading dynamic groups to experience and share the life of Christ will be hosted by Los Lunas Christian Church. The seminar will be led and sponsored by Touch Outreach Ministries, an interdenominational ministry in Texas. Cost is \$49 with preregistration and \$59 at the door. One member of a group of five paid attendees will be admitted free. For information call Touch at 1-800-735-5865.

SATURDAY, NOV. 9

REACH TO RECOVERY VOLUNTEER TRAINING begins at 9:30 a.m. at the American Cancer Society in Albuquerque. Volunteers will help support patients with emotional, physical and cosmetics needs related to breast cancer. Volunteers are needed in the Belen and Los Lunas areas. For information call 298-6979.

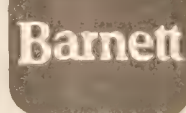


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Federal Highway Administration (FHWA)
New Mexico State Highway and Transportation Department (NMSHTD)
Announce

**LOCATION/DESIGN PUBLIC HEARING
AVAILABILITY OF ENVIRONMENTAL ASSESSMENT**

NM 309 (Reinken Avenue/River Road)
From Junction with Main Street to Junction with NM, 47
Valencia County, New Mexico
TPO-4266(2)00 CN 2100

Tuesday, October 8, 1996
Rio Communities Senior Center
NM 47-1 Mile South of the
River Road Intersection

5:30 to 6:30 p.m. - Informal Review
6:30 p.m. - Formal Presentation followed
by Question, Answer, and
Comment Period

The NMSHTD, in cooperation with the FHWA, announces a Location/Design Public Hearing and the availability of an Environmental Assessment (EA) for the above-mentioned project. The project consists of improvements to the portion of NM 309 from NM 314/Main Street to the west end of the Rio Grande bridge.

The Public Hearing will be an opportunity for the public to provide input and express needs and concerns to the west end of the Rio Grande bridge.

The Public Hearing will be an opportunity for the public to provide input and express needs and concerns to the study team. Area and roadway maps and other visual aids will be displayed.

The EA has been prepared and distributed for public review and comment. The EA analyzes potential impacts to the social/economic, environmental, and human environments from the proposed improvements. The EA is available for review at the following locations: (1) Belen Public Library, 333 Becker Avenue, (2) Belen City Hall, 525 Becker Avenue, and (3) Valencia County Courthouse, 444 Luna Avenue, Belen. Written comments on the project will be accepted until Wednesday, October 23, 1996.

For more information and to make arrangements for Americans with Disability Act (ADA)-related accommodations for this meeting, please contact Tami Wiggins of Keystone Environmental and Planning, Inc., 5801 Osuna Road NE, Suite 230, Albuquerque, NM 87109, (505) 881-7181.

VICINITY MAP BELEN

valencia county

Success

stories

Definition of Auge's Sales & Service: Value and caring

BY TERRY BABER

Special to the News-Bulletin

The Dodge dealership in Belen has seen steady growth over the past 53 years. November will mark its anniversary. With its inception, Auge's Sales and Service began with brothers Lee and Harry Auge three generations ago in 1946.

The world was healing from World War II, gasoline was about to cease being rationed, and people all over America were about to hit the roads in their cars to discover the country.

Staying in the same basic vicinity as the first store, the Auge boys have set up shop within a few blocks of their original site on River Road where Auge's had its beginning as a gasoline station, and small grocery with a butcher shop. Since that time, Auge's has taken on new surroundings twice, first at the former site where its body shop is still located, then, most recently at the current site on East Reinken next to Alco.

The current home for Auge's new and used automobile sales lot was developed at a cost of \$3 million and opened in 1996. The new car and truck inventory now exceeds \$5.5 million.

Robert and Ed Auge run the enterprise now, three generations into the family business. Their own children work at the business too, as did Robert and Ed themselves.

A total of 65 staff members including those in the body shop, mechanics, salespeople and others provide the quality sales and service that Auge's is proud to advertise as its own.

In fact, Robert Auge attributes all of their success to living up to that creed. "Good community relations," is what Robert calls it, "that's all. We base our success on taking care of the customer." Fifty-three years of repeat customers in the valley for Auge's is sound testament to that sense of values.

Sales at Auge's over the past three to four years has more than doubled, with new car sales up more than 75 per-

cent. Ed Auge points out that he and his brother Robert "see the county and Belen growing" and are proud of the loyalty their customers have shown over the years. Chrysler, in corporate statistics regarding loyalty of customers to dealers, have recognized Auge's for rating two times higher than the national average.

The commercial lot holds about 225 vehicles. Among the events the Auges work to bring to the valley in conjunction with their sales lot are two special car shows each year: the Turbo Diesel Rally, slated for March each year, with a large gathering of turbo diesel truck owners present to show off their rigs, and the Mopar Car Show, held in June, which is billed as the largest single-make car show in the state.

In part due to these special events, fund-raisers are held for organizations such as Belen High School athletics, Belen High School Boosters Club, and Senior Olympics. Robert also adds that Auge's is represented in the Belen Rotary Club and the Chamber of Commerce.

The heritage of providing assistance to the community isn't new at Auge's. Back in the early days, when Auge's business was new, brothers Harry and Lee saw fit to help Rio Grande Estates Fire Department obtain a much needed fire engine. A used truck was found in Muleshoe, Texas, and brought to Belen. Work necessary to get the truck operational was performed, but in those days there was no fire station. So the Auges provided space in their garage for the fire engine to be parked each night.

Robert and Ed Auge can remember as children the old fire engine, a 1942 Ford, being gingerly backed in each evening at closing time, ready to answer the call if needed.

That heritage has served the Auges well. Their relationship with the community is what they believe brings people back again and again. And it has generated tremendous growth over the past 53 years of success.



Lee and Harry's first business included a service station, grocery and butcher shop in this 1946-47 photo.



The Mopar Car Show is held at Auge's in June each year.



The Plymouth Prowler, a concept car made in very small numbers, is a fast-looking car even sitting still behind its barricade in front of Auge's showroom.



The Mopar Car Show is the largest single-make show in the Southwest.

Success Stories in Valencia County is an advertorial feature: Stories about successful businesses and institutions which are sponsored in part by the businesses and institutions themselves.

Success Stories in Valencia County will run weekly in the News-Bulletin. If your business would like to participate in Success Stories, please call the Valencia County News-Bulletin at 864-4472.

OPINION

PAGE 4A

OURVIEW

La Promesa is welcome change

The issue

We should all be in a celebratory mood about the launching of a new school in the far southern portion of the Belen School District.

We invite readers to share their ideas and opinions with us. Write to Letters, News-Bulletin, P.O. Box 25, Belen, NM 87002 or post your views on the News-Bulletin web page at news-bulletin.com

It was wonderful to watch the groundbreaking at the new La Promesa Elementary School. Everyone was in a celebratory mood. So many of the people there had been working for years, writing petitions and taking censuses of the number of students who'd be eligible to attend the school.

It has been 34 years since the Belen and La Joya school districts combined and, at that time, the board had promised that building a new school in that area would be a priority.

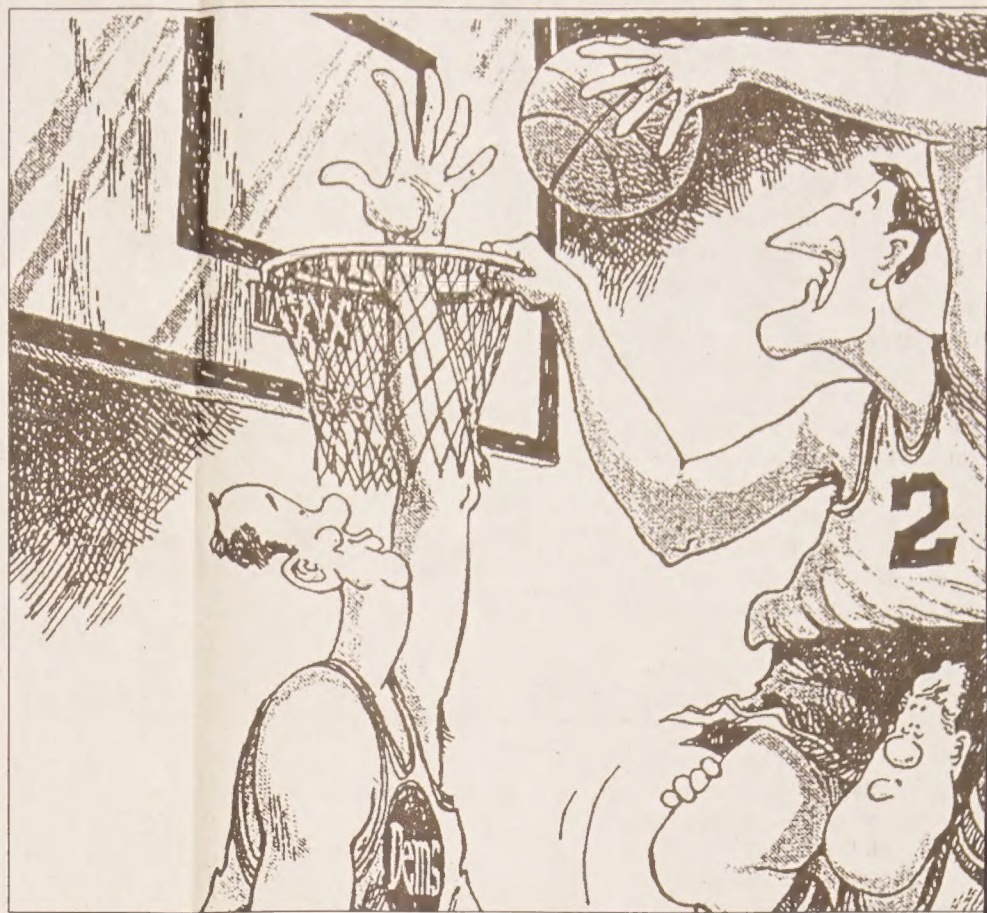
While some felt that Gil Sanchez Elementary filled that bill, the parents obviously did not. And they had a point, as long as there are enough students in the growing area to make a school feasible.

Even the youngest students had to take a long trip north every day, sometimes falling asleep on the bus. It made it difficult for them to participate in programs they might otherwise have enjoyed.

There is something about having a school located in your community that brings it together in a special way. We predict that the people of northern Socorro County will be using their new school for many activities.

And building it right next to a senior citizen center was a great move, making for the possibility of bonding between the generations. It may mean students get some extra tutoring or learn valuable lessons about their area's history.

Well, done, Belen Board of Education. You made the right decision.



What about Nixon-Clinton

Five reasons to join the National Rifle Association:

- 1) Richard Nixon
- 2) Oliver North
- 3) Bill Clinton
- 4) Janet Reno
- 5) F.B.I.

With the exception of Janet Reno, who appears inept or, at the least, clueless, the others have been willing to break the law to remain in power.

Notice that I do not include Miesovich, Khadafi or Hitler. Our protection against their attacks is the military.

The examples on my list, through megalomania or naiveté, have shown themselves capable of putting personal interest above truth, justice and the American way.

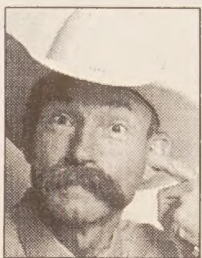
It is a big step to say that because Clinton lied in court and obstructed justice that he would be capable of destroying evidence, castrating Congress, and declaring himself President for Life ... for the sake of the children, of course.

Or to say that Oliver North could go from loyal soldier to secessionist leader of a band of disgruntled army troops.

Or that a small group of steely-eyed

lunatic bureaucrats in the FBI could dupe a well-meaning but gullible attorney general, organize a technology-for-campaign-contributions trade for their pet politicians, and then threaten pending nuclear destruction.

ON THE EDGE OF COMMON SENSE



Baxter Black

But imagine a star-crossed scenario where any of these seemingly harmless but integrity-challenged felons, fell into cahoots. John Haldeman could have run interference for Clinton as easily as Vernon Jordan could for Nixon. The characters are interchangeable.

MAILBOX

Say no to power plant — think of the environment here

Editor,
Please! For the sake of all that is precious to us, we must say no to the natural gas-fired power plant in the City of Belen. I do not believe that Belen is so desperate for jobs that it would consider destroying our environment, lifestyle, and even our lives and the lives of our families and future generations. This plant would generate electricity for other states and we here in Belen, N.M., would have to live with the stench and long-lasting environmental effects.

Natural gas-fired power plants are dangerous, toxic, and very, very stinky, especially when cooled with sewer water. Most are impossible to get rid of or to control. I challenge any elected official who is considering voting in favor of this proposal to go to any natural gas-fired power plant in the U.S.A. They will find a very stinky place with hundreds or so warning signs that say, "Hazard," "Toxic," "Danger." Da? These signs are placed

there for a real good reason — pay attention!

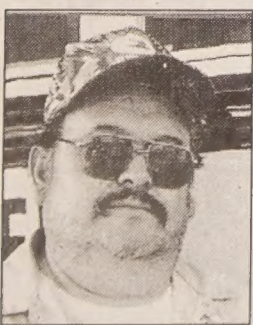
I grew up across from the ... steel mills in Chicago. The mills were considered a good thing. Sure, they smelled bad and were very dirty but they provided lots of jobs and tax revenues for the city. (The company) had been in business for 40 years before officials started noticing that the workers and local residents were dying from black lung, emphysema and lung cancer. It took 20 years to shut down the mills after these diseases were attributed to the emissions of the mill — 20 years! By the time they shut it down, it was too late for all the workers and local residents who died or are still dying from the effects of their exposure to the toxic waste from the mills. Today the whole area has been condemned as an environmental hazard.

Environmental regulations are supposed to be better today than they were 30 years ago but, due to some of my

■ See Letters, Page 5A

STREETTALK

Q: In honor of National School Bus Safety Week, do you think we should have seatbelts installed in school buses? Asked at the Belen School Bus Compound.



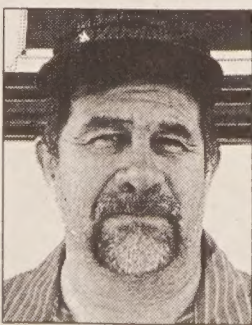
Raymond Gonzales
Mechanic

"I'm against seat belts. ... If there's an accident and the buckles are jammed, we can't get them loose."



Diane Sedillo
Transportation clerk

"Definitely not. They'll be more of a safety hazard. The children will use them as weapons."



David Aragon
Mechanic and bus driver

"It's not very good. It's more unsafe. If the bus tips, there's no way to get them. More padding in the seats is needed ..."

Cut the drug talk, gov

SANTA FE

For years, society's message to young people faced with the temptation of drugs has been "Just Say No." Now, Republican Gov. Gary Johnson has come up with a different message.

What the message boils down to is this: "Just Say Maybe."

Johnson continues to say at every opportunity that he's against drugs, of course. "I'm not pro-drug here. I'm against drugs," New Mexico's chief executive told a recent meeting at the Cato Institute, a Washington, D.C., libertarian-leaning organization.

But on that same October trip to Washington, he typically undercut his anti-drug message. Here's what he had to say to another Washington-based organization, Students for a Sensible Drug Policy: "I hate to say it, but the majority of people who use drugs use them responsibly. They choose when to do it. They do them at home. It's not a financial burden."

Oh? Has the drug epidemic in this country—including Johnson's home state of New Mexico—now become a generally responsible thing to do?

And are drug users now able to afford their habit?

Many—those well off—are. But

what about all those statistics showing crimes committed against law-abiding citizens to support the habits of drug users?

And, what about all the drug addicts spending themselves into poverty to buy cocaine?

The governor shows more muddled thinking when he says that, while drugs should be legalized, employers should be free to test their employees for drugs and to fire them if they test positive.

Which is it? Are drugs OK or not? If drug use shouldn't land you in prison, why should it cost you your job?

Typically, Johnson describes the drug problem in terms of his own experience. He recalls how he smoked marijuana in college and used cocaine, but now stays away even from junk food.

Johnson's decision to stay healthy obviously makes sense. But the experiences of any one person, whether he's governor or someone else, don't address the crucial issue of drug use by millions of people who have lost hope for any improvement in their lives and are life-long drug addicts.

While Johnson has been touting legalization of drugs—and he's (talking about hard drugs as well as marijuana—a headline in the Santa Fe New Mexican read, "Days after drug raid, overdoses kill 2."

The story began, "Two Chimayo men died of apparent drug overdoses this past weekend — and six other people were brought to the hospital — just days after federal agents led a massive raid against suspected heroin and

LIGHT OF DAY



Tom Day

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The News-Bulletin welcomes letters, especially on local issues. Letters are selected for publication at the discretion of the editor. The writer's name, address and phone number won't be published without the writer's permission. Letters and legal considerations are the responsibility of the writer. Letters which include those which are pointlessly, are part of a mass mailing. If a letter writer will be notified. The News-Bulletin editorial staff reserves the right to edit letters for clarity and to correct factual errors. Letters which are abusive or defamatory will not be published.

VALENCIA COUNTY
News-Bulletin

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Central Market owned by Harry and Pearl Auge in 1923.

Later it became the Western Barn.

The west side of the building literally melted during some heavy rains in 2013.

It was part of the Becker Street Pub complex.

The owners tried to save the building but it was too far gone. So it was demolished and now being used as a parking lot.

BHHC 2-1-3-23

